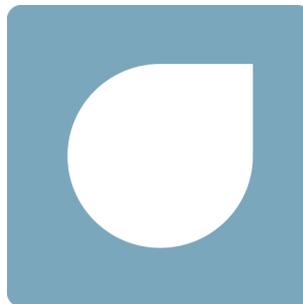




WaterAid/Joey Lawrence

Job description

**Senior Media Officer -
Maternity leave cover**



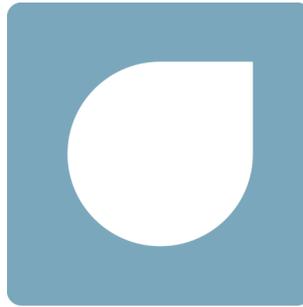
**WaterAid
47-49 Durham Street
London SE11 5JD**

Full time

**Maternity cover (9-12 months
fixed term maternity cover)**



Who we are



WaterAid is determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation.

We started in 1981 because no water charity existed and since then we've been on a mission to change normal for millions of people within a generation – by getting clean water, decent toilets and good hygiene to everyone, everywhere by 2030. Without all three, people can't live dignified, healthy lives. With all three, they can unlock their potential, break free from poverty and change their lives for good

With clean water, decent toilets and good hygiene, children are born healthier. They get the chance to go to school and grow up to become adults. Women and men get to earn a living. Whole communities start to thrive. It sounds normal and it should be.

Changing normal is what drives us. We want to bring about change that sticks and help change lives for good. There is still a lot to do. But together with our colleagues, supporters and partners around the world we're making progress.

We welcome talented people who are still hungry to learn and grow as individuals. We are connected as WaterAiders – we have fun together and look out for one another. We're not afraid to challenge one another but we do it constructively and thoughtfully.

At WaterAid you'll be encouraged and empowered to be yourself at your very best - giving you the space to use your own talents and shape your own future, the space to change what's normal for yourself too.

We're committed to changing normal forever—are you?



**One vision.
Three goals.**

About the role



Team description

The Media Relations team sits within the Communications and Fundraising directorate and advises WaterAid on media relations strategy, leads all interaction with the UK and international media, and supports country programmes on media relations. The team works with communications and media officers in our country programmes and other WaterAid federation members in Australia, Canada, Sweden, Japan and the United States.

The team is composed of a Global Head of Media, a PR Manager, a Global News Manager, a Celebrity Manager and four Senior Media Officers.

Senior media officers work across both PR and news projects, from fundraising appeals and work with celebrity ambassadors to our research reports, policy findings and campaigning moments – all in support of WaterAid’s mission to ensure everyone, everywhere has clean water, basic sanitation and good hygiene.

Job purpose

To provide expert media handling advice and to carry out media work, including protection and promotion of WaterAid reputation and issues in the media, both in the UK and internationally.

Accountabilities



Accountabilities

- UTo drive, develop and implement media strategies to achieve organisational communications objectives, including fundraising appeals, celebrity support, advocacy campaigns and policy work and key corporate partnerships both proactively and reactively as appropriate
- To advise WaterAid staff up to the Chief Executive (in consultation with the relevant manager or Global Head of Media) on communicating through the media, whether proactively or reactively and on the risks and opportunities of external messaging.
- To build and maintain excellent relationships with relevant journalists, broadcasters and commentators in the local, UK and international media and widen interest in WaterAid's work.
- To help drive WaterAid's online media work and engage with bloggers, online journalists and social media influencers
- To evaluate and report back on key campaigns to the team and rest of the organisation when required
- To write copy as required for print and web outlets, in-house or external.
- To brief journalists on and off the record, arrange radio and TV interviews where necessary and brief staff in preparation.
- To monitor and evaluate media coverage and make recommendations to the managers.
- Join the 24/7 on-call rota and be prepared for some work outside normal office hours, such as when preparing for major news stories and international conferences.
- Undertake any other responsibilities, tasks or activities as reasonably required,

Person specification



Essential skills

- Educated to degree level or equivalent work experience
- Excellent command of written English to produce written media work of high quality.
- Proven experience of working in an in-house press office / PR agency or as a journalist.
- Proven experience of liaising with journalists of all levels
- Proven ability to devise and implement proactive campaigns with examples or equivalent high profile work as a journalist.
- Understanding of how the media can be used as an influencing tool – whether to encourage fundraising and engagement or influence decision makers.
- Proven ability to think ‘outside the box’ and so generate a wide range of media coverage
- Excellent understanding and working knowledge of online and social media
- Ability to handle multiple projects and a variety of work simultaneously
- Excellent verbal communication skills. Ability to forge effective working relationships within the team and with colleagues from across the organisation.
- Proven ability to take initiative, prioritise workload and work under pressure.

- Commitment to personal learning, development and improvement in pursuit of own objectives and those of the team and organisation.
- Commitment to WaterAid's values and a working style that reflects these
- Working style that reflects WaterAid's values of Respect, Accountability, Courage, Collaboration, Integrity and Innovation.

Desirable skills

- NGO or international development experience
- Good understanding of social media
- Experience of working for print, broadcast or online media
- Experience of working on successful fundraising appeals
- Experience of helping to influence decision makers through media work
- Experience of working with corporate partners
- Good IT skills in Microsoft Word, Excel and Outlook.
- Experience working with agents and celebrities
- Ability to speak French or Portuguese